

South Dakota Health Insurance Exchange Task Force Outreach and Communication Subcommittee July 19, 2011

Subcommittee Members Present:

Joan Adam	Denise Luckhurst	Amanda Tennant
Emily Currey	Kim Malsam-Rysdon	Beverly Wilson
Terry Dosch	Lisa Sanderson	Sam Wilson
Sarah Folsland	Merle Scheiber	Rita Wishard
Dave Hewett	Joseph Sluka	
Doneen Hollingsworth	Susan Sporrer	

Subcommittee Members Absent:

Cecelia Fire Thunder	Representative Spencer Hawley	Kim Olson
Randy Hanson	Bob O'Connell	

Kim Malsam-Rysdon gave a brief recap of Outreach and Communication Subcommittee discussions to date. The subcommittee has preliminarily identified the following target audiences (i.e., uninsured, uninsurables, small business owners, insurance agents, tribal members, government agencies, and navigators) and had a general discussion of the role of navigators and how they fit with state laws and regulations for insurance agents.

Review of South Dakota Health Insurance Survey of Individuals/Families

Dr. Brian Robertson with Market Decisions discussed results of the health insurance survey of individuals and families in South Dakota. Subcommittee members were reminded that the information presented is still in the draft stage. There have been a lot of questions raised that need to be clarified prior to the report being finalized.

The subcommittee felt there needs to be general education of the public before getting into more detail about how to address the target audiences. It was suggested to use the existing <http://healthreform.sd.gov/> website as a starting point to provide general awareness information. The group agreed to review the current website to make recommendations at the next meeting. There needs to be a recognizable logo/name for the website where individuals, businesses, health care providers, etc. can be directed to get factual information about health care reform and its impact on South Dakota citizens. The initial website should include basic information about health reform, the pending lawsuit, parameters of the South Dakota Exchange, etc. The website could then evolve into the Exchange portal if and when it is implemented to provide more detailed information about eligibility for the Exchange and available subsidies as well as links to current health plans, Division of Insurance, Medicaid, etc. Funding for the enhanced webpage as well as general education campaign could potentially be built into the budget of the establishment grant.

Dr. Robertson indicated he and his team is available to answer other questions about the survey results upon request. Requests for additional information should be routed through Kea Warne, Office of the Governor.

SHIINE Performance Measures

Kim shared the federal performance measures that DSS is required to report on for the SHIINE program as requested at the last meeting. The performance measures are process-oriented, not outcome oriented, and include such items as total number of contacts, number of individuals reached through presentations,

etc. The SHIINE performance measures should not be used as a model to measure the effectiveness of Navigators.

Smart Chart Communication Plan

Based on the subcommittee discussions, staff will continue development of a draft Smart Chart communication plan for review by the subcommittee at the August meeting. The Smart Chart will be used by future groups as they work to implement the Exchange should that happen.

Status of Rules from HHS

Beverly Wilson provided an update on the recently released rules on navigator services. The rules are very general in nature and reinforce several aspects that were included in PPACA, including that navigators must meet any required state licensing or certification standards and have existing or be able to readily establish relationships with customers of the exchange. One clarification is that HHS is proposing the exchange include at least two types of entities listed in the law, and is seeking comment on whether one of the two entities should be a community and consumer-focused non-profit organization. The proposed regulations also seek comment on requiring navigator programs to be operational with services available to consumers no later than the first day of the open enrollment period, which is October 1, 2013. Merle Scheiber indicated that NAIC will be breaking down the proposed rules in the coming weeks.

Next Meeting

The next subcommittee meeting will be August 16th prior to the full Task Force meeting. The subcommittee will be looking at the existing state health reform website to discuss how it can be used to fulfill the general awareness/education needs of South Dakotans. There will also be updates on the status of HHS rules and a review of the draft Smart Chart. Subcommittee members will also review and discuss draft final recommendations for submission to the full task force.